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press release

Première Vision ever more Smart

Eco-responsible & tech innovations positioned at the heart of each Première Vision Paris edition

Almost half of European consumers say they purchased responsible fashion products in 2019, according to the study conducted in September by the IFM-Première Vision Chair.

To meet these new expectations and the need for brands and their suppliers to offer creative and environmentally friendly collections, Première Vision is adapting the offer at its shows, especially at Première Vision Paris.

Starting this February, the Smart Creation Area - a space dedicated to responsible creation previously only held at the September show - will now be featured at each edition and will for the first time include the most innovative exhibitors in terms of technological developments.

1. The smart creation area, a harmonious mix of sustainability and technology

For the first time, exhibitors presenting eco-responsible materials and services and exhibitors who are experts in fashion technology will be gathered together one space in Hall 3: The Smart Creation Area. This space will now be a permanent feature of the Première Vision Paris show.

Sustainability and technology are two key subjects around which the Première Vision group has been positioning itself for several years now, to support the creative fashion industry as it evolves. As early as 2015, it launched the Smart Creation study and information platform to promote its exhibitors' responsible approaches and showcase a new generation of values. This platform can be found online on the Première Vision website, and has long had a dedicated space, the Smart Creation Area, at the September editions of Première Vision Paris.

At the same time, the Wearable Lab, launched in 2017 at the February editions, explored innovations driven by the advent of new technologies and digitalization to promote connected and intelligent fashions.

Merging these two spaces creates a new universe designed to introduce each edition of Première Vision Paris to the eco-responsible and technological innovations that are already industrially developed and ready to be used in the fashions of today and tomorrow. This is a strong and fundamental development to meet the needs of the international fashion sector's players - industrial exhibitors and fashion and accessory brands.

1. Find the complete study and its results in the Newsroom of the website www.premierevision.com
2. The next edition of Première Vision Paris will be held from February 11 to 13, 2020 at Paris Nord Villepinte and will present the new materials and creative impulses for the Spring-Summer 2021 season.

2. The smart creation area: the news for february 2020

Within the Smart Creation Area, Première Vision will present the most committed, inspiring and even visionary companies in the sector:

54 exhibitors including 43 featuring responsible products (36 Smart Materials and 7 Smart Services - 1/3 being newcomers) **and 11 fashion tech exhibitors** (including 3 new ones).

Discover here:

- **Eco-friendly materials:** organic & responsible (Bananatex, Circular Systems, Varvaessos) and recycled (Komatsu),
- **Responsible dyes:** waterless & tech (Debs, Taylor) and natural (Komatsu, Toyoshima),
- **Innovative materials** - whether in terms of eco-responsibility (Spiber) or materials/products with exceptional thermal/bacterial, hydrophobic or breathable properties (Tannerie Pechdo, Pyrates, Induo, Polygiene),
- **Innovative creative processes** (Browzwear, Daumet),
- **Connected products** (Satab, De Rigueur, KC Textil, Ciliarish Shanghai Apparel),
- **Technologies serving traceability** (Haelixa, Id Factory, Verisium),
- **Global circular approaches** (Greenbiz par Komatsu).

An exhibition that explores the link between technology and nature

The Smart Creation Area will host the *Mutations* exhibit dedicated to the theme of biomimicry. In this immersive experience, visitors will be able to discover and handle artworks in which life and technology are harmoniously intermingled, inspired by the imagination of the creative duos: **Scenocosme** and **María Castellanos & Alberto Valverde**.

The *Mutations* exhibition explores our ability to transform reality and create a new and hybrid relationship with our surroundings.

Alongside these works, Première Vision is also renewing its collaboration with MateriO', a unique and novel monitoring centre specialised in identifying innovative materials. The show will display around 30 selected materials with a high creative potential that are currently only rarely or never used in textile manufacturing.

3. Innovation infusing all the various sectors of Première vision paris

This responsible-creation approach starts right from the so-called creation phase, as 80% of a product's environmental impact is determined in its design stage. All the upstream sectors of creative fashion are thus concerned. And because innovative players are also located in other areas of the show, **Première Vision Paris is offering an index of 160 exhibitors identified as having an exemplary responsible approach by the Première Vision teams** - the result of in-depth analysis over the last few years.

The exhibitors in the index are selected according to three criteria (all validated by certifications):

- **The company:** Social and environmental responsibility (energy, water, waste management, as well as HR and corporate ethics),
- **Its product transformation processes:** Traceability, dyeing and finishing,
- **Raw material sourcing:**
 - Fabric, Leather, Accessories: Recycled / Regenerated / Organic,
 - Alternative materials : Biopolymers/ New fibres and yarns.

Visitors will be able to discover these exhibitors via a digital tour exploring most of the Première Vision Paris universes: yarns, fabrics, leathers and accessories.

A podcast dedicated to responsible creation made by Première Vision

In May 2019, Première Vision launched a series of podcasts exploring the potential of sustainable fashion. Twice a month, on Wednesdays, listeners can discover a committed and creative exhibitor.

[CLICK HERE
TO LISTEN TO THE EPISODES](#)

**This podcast in English is produced in collaboration with Adrien Garcia of the podcast «Entreprendre dans la mode».*

4. Corporate social responsibility, at the heart of the values of Première Vision

Première Vision's approach in terms of eco-responsibility and innovation goes beyond its commitment on the Smart Creation platform. Première Vision has implemented several procedures to anchor the company and its employees in a more globally eco-responsible approach at its events, to make them as eco-friendly as possible.

In particular, it has entered into a partnership with Co-Recyclage for the reprocessing of furniture and materials used at its trade fairs, and organised with Viparis - manager of the exhibition spaces - the recovery of unsold food and beverages, which are directly distributed to food banks such as that of the Red Cross.

A new CSR manager at Première Vision

This approach is also reflected in the structuring of the teams, with the creation of a new position. Annabelle Villot-Malka joined the group in November 2019 and is responsible for heading up the company's corporate social responsibility strategy - following 10 years of experience working in the luxury and fashion sector and a post as Sustainable Development Project Manager at Kering.

About The Première Vision Group

Première Vision is the global leader in upstream creative-fashion trade shows. From 15 Lyons weavers in the early 1970s to the more than 2,000 exhibitors at Première Vision Paris today, the Première Vision group's strategy has remained the same: to support the development of the international fashion industry and major market evolutions through its services and 14 events per year, to which has now been added a unique online tool: the Première Vision Marketplace, managed by the company's subsidiary, Première Vision Digital.

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